

PHILIP MORRIS INCORPORATED
ADVERTISING COST ESTIMATE

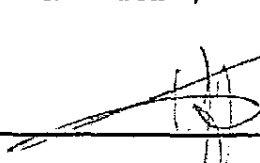
Date 11/10/80

Brand: Marlboro

Media: Other Promotions - Soccer

Contract Terms: To advertise Marlboro on the back cover of the
Souvenir Magazine, Preliminary Qualification
Round for the 1982 World Cup at a net cost of
\$3,200.

Pay To: USSF Marketing/West Nally
545 Madison Avenue
New York, NY 10022

Approvals: 

1980	ESTIMATED COST	AMOUNT PAID	INVOICE NO.	INVOICE DATE	DATE PAID
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER	\$3,200. net				
DECEMBER					
TOTAL	\$3,200. net				

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